CHAPTER II

REVIEW OF LITERATURE

In this part of chapter, the writer explains the approach of the study, they are languge and gender, internet language, orthography in the internet language and internet language features.

2.1 Theoritical Framework

This part is the explanations of the theori which use the writer to analyse this study. The writer uses the theory, they are; langauge and gender, internet language, orthography in the internet language, and internet language features.

2.1.1 Language and Gender

In general, gender and sex come together in which gender is the social elaboration of biological sex. Eckert and Ginet (2003) stated the gender consist of a pattern of relation of develops over time to define male and female, masculinity and femininity, simultaneously structu ring and regulating people's relation to society. Thus gender is always related to men and women that refer to the term of biological. The people believe that man and women behave, act, speak, write, and use the language in different ways. Women and man develop different patterns of language use in which women are more linguistically polite that man (Holmes, 2001, p. 150). It shows that men and women have

different speech function; women tend to focus on the effective function of interaction more often than men.

In communication, men and women definitely have different ways and strategies. The people are constructed to beliefs that men are direct and forceful, while women tend to be more polite, more emotional, and gentler. Tannen (1992) said that men use comversation and communication to show dominance, to protect themselves from others and generally seem to view conversation as a contest, a struggle in order to preserve independence and avoid failure, when women to build relationship and for purposes of cooperation and collaboration. It can be conclude that women always try to establish their relationship by emphasizing the similarities and matching experiences, and men tend to show their independence and status. Coates (2004) stated that women tend to speak and hear a language of "connection and intimacy", while men speak and hear a language of "status and independence".

Coates (2004) stated that in mixed-sex conversation, women make a greater use of minimal responses to indicate support for the speaker, while men use delayed minimal responses such as *hmh* and *yeah* are to signal a lack of understanding or a lack interest in what the current speaker is saying. Therefore, the tendency of men use delayed minimal responses often could be the reason why women tend to speak less in mixed-sex conversation. Minimal responses are verbal and nonverbal indicators of a person's co-operation in a conversation (Reid, 2005). Based on those statements, it can be known that man and women are always different in anything, event in communication they have their own styles, and purposes in using the language.

2.1.2 Internet language

The internet is one of the most remarkable things human beings have ever made (Naughton, 1999, in Crystal, 2006). As the new media, the positive of internet shifts the role of old media. As Williams, (2003) said that the 'old' media of television, cinema, radio, music, and the press are undergoing considerable change, which more significant is the advent of new media, including the internet, which are changing the face of mass communication.

Internet provide more information than others media, makes the communication more quickly than ever before, and changing the way of people interact with face to face but through internet the people separated by space and time when they interact. According to Crystal (2006), if the internet is a revolution, so, it is likely to be a linguistic voluntary. It means that we can found there are many change in language use, especially written language in the Internet, and this case is interesting to research. Crystal (2006) divided the stylistic of written language into five main types, they are:

 Graphic features: the general presentation and organization of the written language, defined in term of such factors as distinctive typography, page design, spacing, use of illustrations, and color; for example, the variety of newspaper English would be chiefly identified at this level through the use of such notations as headlines, columns, and caption.

- 2. Orthographic features: the writing system of an individual language, defined in term of such factors as distinctive use of the alphabet, capital letters, spelling, punctuation, and ways of expressing emphasis (italic, boldface, etc.): for example, American and British English are distinguished by many spelling differences (e.g. color vs. color), and advertising English allows spelling modification that would be excluded from most other varieties (e.g. *Bean Meanz Heizn*)
- 3. Grammatical features: the many possibilities of syntax and morphology, defined in term of such factors as the distinctive use of sentence structure, word order, and word inflection; for example, religious English makes use of an unusual vocative construction (*O God, who knows...*) and allows a second-person singular set of pronouns (*thou thee thene*).
- 4. Lexical features: the vocabulary of a language, defined in terms of the set of words and idiom given distinctive use within a variety; for example, legal English employs such expression as *heretofore*, *easement*, and *alleged* as well as such phrases as *signed sealed and delivered*.

5. Discourse features: the structural organization of a text, defined in terms of such factors as coherence, relevance, paragraph structure, and the logical progression of ideas; for example, a journal paper within scientific English typically consist of a fixed sequence of sections including the abstract, introduction, methodology, result, discussion, and conclusion.

Based on the aims of this study, the writer only focus on the second features that is orthographic (graphological) features. It is because one of the things that attract most attention of internet users is the use of unusual forms of written language in the internet that is rarely found in print media, such as the use of the capital letters, abbreviation, punctuation, emoticon, etc. which are varied and unique.

2.1.3 Orthography in the Internet Language

When people look the novel linguistic features on the internet, it is usually the orthography which first catches their attention (Crystal, 2011). Orthography is one linguistic feature which has the most obvious influence in Internet Language especially in written language which is the representation of spoken language. If online, we definitely often found a message or information that is written with non-standard form, such as the use of capital letters, italics, boldface or repeated letters (*aaaaahhhh, hiiiiii, oooops, soooo*), repeated punctuation marks (*no more!!!!!!, whohe??????, hey!!!!!, see what you started???????*), and the following range of empathic conventions (Crystal, 2006). The various types of abbreviation, punctuation, capital letters, emoticon, and the other Internet language feature have become a trend mark of communication in online setting.

Baron (2008) said that sentence punctuation include a wide range of markings, capitalization, sentence-internal pauses like commas, colons, semicolons, and dashes, and sentence-final markers such as periods, question marks, exclamation marks, and sometimes ellipses. Punctuation is usually used at the end of sentences. In the some situations, the use of punctuation depends on personality of internet users, some e-mailers are scrupulous of maintaining a traditional punctuation, others use it when they have to, to avoid ambiguity; and some do not use it at all, either as a consequences (Crystal, 2006). He also added that there are some symbols which are not part of the traditional punctuation system, such as the #. Besides, the unusual combinations of punctuation marks can occur, such as (to express pause) ellipsis dot (...) in any number, repeated hyphens (- --), or the repeated use of commas (,,,,,). Emphasis and attitude can result in exaggerated or random use of punctuation, such as !!!!!!!! or £€€£%! (Crystal, 2006)

If someone's utterance is wildly inaccurate in typing or spelling, it will be criticized by other players, as in this comments; I just lost my finger, I am a lousey [sic] typist (Crystal, 2006). Therefore, spelling word in online setting is important to avoid some

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critics and errors. Here, the writer will found that spelling has some types, they are: new spelling conversations have emerged, such as the replacement of plural –s by –z to refer to pirated version of software; non-standard spelling is used in conversational setting which reflect pronunciation, such as yep, yup, yay, nope, noooo, for 'yes' and 'no', or such forms as key and sokay [it's OK], emotional expressions of horror, shock, and the like make use of varying numbers of vowels and consonants depending on the ferocity of the emotion: aaaiiiieeee, yaayyyyy. Yet, some deviant spellings are still restricted to certain groups of users, such as the -y- spelling (from *byte*)introduced into certain expressions for bit blocks of different sizes (Crystal, 2006). Meanwhile the other orthographic features which influences the use of written language in internet is capital letters. Crystal (2006) said that capital letters can be given syllabic values, as in thN ('then') and nEd ('need'). Indirectly, the use of capital letters in a sentence has a function to attract the attention of the internet users. It perhaps because the more prominent use of capital letters than all lower cases in a sentence.

2.1.4 Internet Language Features

Internet language features are used to supply the absences of non-verbal cues in the online setting because the lack of visual contact makes the users cannot rely on context to make their meaning clear (Crystal, 2006). Thus, the internet users use internet language features to fill the paralinguistic features cues, such as facial expression. In this research, the writer will use "Common features of digital writing" proposed by Danet (2001) as the main theory. In which the features are divided into eleven types, they are: multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, and all lower case. Those features are used to analyze the type of internet language features used by male and female online shop in Instagram.

Internet language features by Danet (2001) are multiple punctuations, eccentric spelling, capital letters, asterisk for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations and rebus writing while the ways of expressing emphasis (italics, boldface) are explained by Crystal (2006) :

Multiple punctuations	Type back soon!!!!!!!
Eccentric spelling	Type back soooooon!
Capital letter	I'M REALLY ANGRY AT YOU
Asterisk for emphasis	I'm really *angry* at you
Written-out laughter	Hehehe, hahahaha
Music/noise	Mmmmmmmm, MMMMMMM, poc poc poc poc
Description of actions	*grins*, <grin>, <g></g></grin>
Emoticons	:-) (smile) ;-) (wink) :-((frown)

Table 2.1 Internet language features by Danet (2001) and Crystal (2006)

Abbreviations	BRB, LOL
	pls [please]
Rebus writing	CU [see you]
Ways of expressing	
emphasis (italics, boldface,	I was really excited
etc)	

In this study, the writer discussed the eleven features used by Indonesian male and female online shop in Instagram. Multiple punctuations in this study are examined in terms of punctuation marks that often come at the end of a sentence such as periods, exclamation marks, and question marks. Eccentric spelling is an attempt to reproduce spoken pronunciation in typed message (Nishimura, 2003) in Danet & Herring, 2007, p.169). As a result, in this type of internet language features the writer identified the words that contain vowel and consonant repetition. In the next categories, capital letter and asterisks for emphasis are examined if the word entirely written in capitals and there is availability of vocalizations and sound, because interactions on internet are not face to face. Thus several kinds of extralinguistic information are missing in CMC (Nishimura, 2003 in Danet & Herring, 2007, p. 171). Description of actions on internet communication often used to mark imaginary actions or facial expression. It is widely used in the asterisks and bracket symbols. Emoticons feature is used by the Internet users to show the expression such as pleasure, sadness, crying, confused, and so on. In this research the writer divided the subsection of emoticons into five parts; happy,

sad, angry, tired, and love emoticons. Based on the table above, Danet (2001) divided the abbreviations into several types. Abbreviations that are defined as the conventional way of reading by pronouncing the name of each letter (McCarthy, 2002, p. 65), Abbreviations as the result of acronyms process (Nishimura, 2003 in Danet & Herring, p. 172) and the use of consonants of a word (Lee, 2005, p. 139).

In the feature of rebus writing will be examined if there is the use of letters numbers to represent word or syllable with a similar sound (Nishimura, 2003 in Danet & Herring, 2007, p. 173). And the last feature, ways of expressing emphasis (italics, boldface, etc) examined if the word are typed in italics and boldface effects.

2.2 Review of related studies

There are several similar studies or research about male and female language on the internet. The first research is conducted by Nishimura (2003) which is entitled Linguistic Innovations and Interactional Features of Casual Online Communication in Japan. In this research he explores the linguistic and interactional properties of informal asynchronous computer-mediated communication (CMC) in Japanese. Also he identified the innovative uses of kanji, other script and punctuation, and examines the incorporation of such informal spoken features which is used Bulletin Board System (BBS) message of the primary source of data. The result shows that the young Japanese BBS employ a variety of flexible option to respond the readers who have varying degrees of familiarity by using the informal spoken features with creative orthography, which is in order to interact with other online users as if they were in face to face conversation (off line setting). Beside the researcher is also found that the use of polite form "masu/desu" is greater than plain form of "da/suru" in young Japanese BBS's online conversation. In this case, if they are quite familiar with each other, they may not use more polite forms that plain form.

Second, research is conducted by Stefan Nyström, Department of English Lund University, Linguistics (2003) which is entitled Spoken Language Features in Internet Discussion Groups. In this research purposes of this study was to compare two different sets of source data – one from a realtime chat, one from a postponed-time chat – and to see if there was a difference regarding the occurrence of features that are typical of spoken English. These sets were collected from two different sources. There are two different types of verbal ellipsis: lexical ellipsis and operator ellipsis. Any case where the lexical verb has been omitted is called lexical ellipsis. It is possible that other parts of the verbal group be omitted as well, but as long as the lexical verb is omitted it is called lexical ellipsis. General ellipsis of the clause resulting in single clause elements is expected in question answer sequences and other forms of responses. Such single clause elements are found as questions or answers in 14 instances in the chat group (5,2%), and 17 instances (4,2%) in the news group.

There are two similar studies about male and female language features on internet that have been conducted by researchers. The studies that are closely related to this study are Mersandy (2012) and Harsono (2013) from Airlangga University.

Mersandy (2012) examines the internet language features used by Indonesian male and female adolescents in their blogs in *www.blogspot.com*. She focuses on who is more expressive in online setting. Her finding shows that the similarities and differences of internet language features of male and female adolescents can be found. Both male and females tend to use three internet language features. They are capital letters, abbreviations and ways of expressing emphasis. The results also explain that females are more expressive in their blogs rather than male. In this case it is proven by the data which show in the total of word tokens and internet language features used by female adolescents are higher than male adolescents.

The second study is conducted by Harsono (2013) from Airlangga University. She investigates internet language features used by male and female Kaskusers in *www.kaskus.co.id.* In her study, she wants to observe the typical internet language features used by male Kaskusers and those used by female Kaskusers when they were giving comments and compare those features.

The result indicates that male Kaskusers prefer to use abbreviations in order to save the time while typing comments. She also observes the similarities and differences between the features used by male and female Kaskusers. The data show that both users tend to use multiple periods to express pause. For emphasizing, they change asterisk symbol with parentheses symbol and use italics, boldface, font color, font face effects and they replace the word of syllables are by using letter and number. The difference is in the use of eccentric spelling, females tend to repeat the consonant rather than the females do.

This study and the study conducted by Mersandy and Harsono have some similarities and differences. The similarities are on the use of internet language features used by males and females in the netspeak and the use of Danet (2001) as the fundamental theory. The differences can be seen in the focus of the study. Harsono and Mersandy's study only analysed the language features by males and females exclusively, yet, this study wants to point out internet language features and also the diction in single sex and mixed sex conversations. Besides, the comments that are analysed are also in English, while those two previous studies analysed the language features which are in the Indonesian language.